ORDER

Order / Rev: <u>37694</u>
Alt Order #: 08888443

Product Desc: ISSUE

Estimate: 661

Flight Dates: 10/30/12 - 11/06/12

Original Date / Rev: 10/24/12 / 10/24/12

Order Type: GENERAL



KLAS

Primary AE: Mike Jones

Sales Office:

Sales Region:

K-WAS National

Agency

Orders

Name:

Mentzer Media Services

Buying Contact:

Billing Contact:

600 Fairmont Avenue

Towson, MD 21286

Billing Type: Cash

Billing Calendar:

Billing Cycle:

Agency Commission:

EOM/EOC

00:15:00

Broadcast

Advertiser

Name:

Restore Our Future

Demographic:

A35+

Product Codes:

P04

Priority:
Revenue Codes:

LV2

AGY, POL, ISS

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Ctad Dat

 Start Date
 End Date
 # Spots
 Gross Amount
 Net Amount

 10/29/12
 11/05/12
 15
 \$47,500.00
 \$40,375.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	15	\$47,500.00	\$40,375.00	0.00
Totals	15	\$47,500.00	\$40,375.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

 Order Share
 Share
 Total

 KLAS
 30%
 \$47,500.00

 Market
 100%
 \$158,333.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$39,583.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$7,916.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
1	8	10/30/12	11/02/12	8 News Now 6a M-F	CM	6-7a	-TWTF	:30 2	\$3,000.00LV2	0.00 NM	2	\$6,000.00
				8 News Now 6a M-F						- 1		
	NEW	rs .								- 1		
	5	Start Date	End Date	Weekdays Spo	ots/Week	Rate	Rating					
W	eek:	10/29/12	11/04/12	-TWTF	2	\$3,000.00	0.00					
2	8	10/30/12	11/02/12	8 News Now 5-630p N	и-гсм	5-630p	-TWTF	:30 4	\$3,000.00LV2	0.00 NM	4	\$12,000.00
				8 News Now 5-630p I	M-F					- 1		

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Order / Rev:

37694

Advertiser:

Restore Our Future

Alt Order #:

08888443

Product Desc:

ISSUE

Flight Dates:

10/30/12 - 11/06/12

Estimate:

661

KLAS

Ln Ch Start End	Inventory Code Break	Start/End Time Days	Len Spots	Rate Pri F	Rtg Type Spots	Amount
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/12	Weekdays Spots/Week -TWTF 4	Rate Rating \$3,000.00 0.00				
3 8 10/30/12 11/02/12	8 News Now 11p M-F CM	11-1135p -TWTF	:30 3	\$5,000.00LV2	0.00 NM 3	\$15,000.00
NEWS	8 News Now 11p M-F					
Start Date End Date	Weekdays Spots/Week	Rate Rating				
Week: 10/29/12 11/04/12		\$5,000.00 0.00				
5 8 11/03/12 11/04/12	8 News Now 11p Sa/SuCM	11-1135PSS	30 2	\$2,500.00LV2	0.00 NM 2	\$5,000.00
NEWS	8 News Now Sa/Su 11p					
Start Date End Date	Weekdays Spots/Week	Rate Rating				
Week: 10/29/12 11/04/12		\$2,500.00 0.00				
6 8 11/04/12 11/04/12	8 News Now Sun AM #1CM	8 News Now Sun AS	:30 1	\$1,500.00LV2	0.00 NM 1	\$1,500.00
	8 News Now Sun AM #1					
NEWS						
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/12	Weekdays Spots/Week	Rate Rating \$1,500.00 0.00			1	
7 8 11/04/12 11/04/12	<u> </u>	CBS Sunday MorniS	3 :30 1	\$4,000.00LV2	0.00 NM 1	\$4,000.00
7 6 11/04/12 11/04/12	CBS News Sunday Morning	ODO Guilday Monti-	.50 1	Ψ - 1,000.00ΕΨ2	0.00 14101	Ψ+,000.00
SUN MORN	• • • • • • • • • • • • • • • • • • •					
Start Date End Date	Weekdays Spots/Week	Rate Rating				
Week: 10/29/12 11/04/12		\$4,000.00 0.00		<u> </u>		
8 8 11/05/12 11/05/12	•	5-530P M	:30 1	\$3,000.00LV2	0.00 NM 1	\$3,000.00
NEWS	Eyewitness News 5p					
Start Date End Date	Weekdays Spots/Week	Rate Rating				
Week: 11/05/12 11/11/12		\$3,000.00 0.00				
N 9 8 11/03/12 11/03/12	Sat Prime Special CM	9-11pS-	:30 1	\$1,000.00LV2	0.00 NM 1	\$1,000.00
	KLAS Movie: Bat 21					
Start Date End Date	Weekdays Spots/Week					
Week: 10/29/12 11/04/12	\$- 1	\$1,000.00 0.00				
				Т	otals 15	\$47,500.00